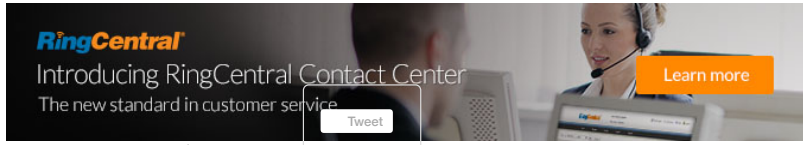


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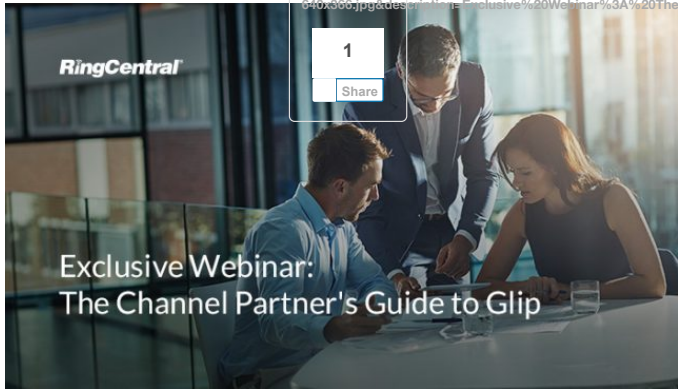
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Exclusive Webinar: The Channel Partner's Guide to Glip



Mike Puoh (/blog/author/mikep/)

December 1, 2017



It's time for every [RingCentral channel partner](https://www.ringcentral.com/partner/agent.html?BMID=BLOGNEW) (<https://www.ringcentral.com/partner/agent.html?BMID=BLOGNEW>) to take a closer look at [Glip](https://www.ringcentral.com/teams/overview.html?BMID=BLOGNEW) (<https://www.ringcentral.com/teams/overview.html?BMID=BLOGNEW>), RingCentral's team messaging and collaboration solution, which is included and integrated with RingCentral Office but can also be sold separately. It's the best way to make a strong impression on prospective customers.

I will share more about the value of Glip for the channel in a RingCentral-partner exclusive webinar on Tuesday, December 5 at 9 a.m. PT. Please contact your channel manager or log in to the [partner portal](https://partners.ringcentral.com/?BMID=BLOGNEW) (<https://partners.ringcentral.com/?BMID=BLOGNEW>) to register.

As a preview, here are the insights of one channel partner who has made Glip a central part of her prospecting and presales strategy. Kelly Molloy, founder and COO of CTSBoston, says that inviting prospects into a Glip team makes a strong impression—particularly on small to mid-sized businesses. “What winds up happening is they begin to really see the value of communications and collaboration technology,” she says. “They start thinking, ‘I can do this.’”

For example, Kelly is currently working on a proposal for a business owner who will need 120 phones provisioned, and her first step after a call was to invite him to a Glip team. Taking advantage of Glip's [visual collaboration tools](https://blog.glip.com/image-annotations-one-feature-with-big-benefits-b76a31a68a16) (<https://blog.glip.com/image-annotations-one-feature-with-big-benefits-b76a31a68a16>), she shared a diagram explaining how she proposed to redesign his communications network, and they worked together to refine it. “So, even though he hasn't purchased anything from me yet, he and I talk all the time on Glip and use it to share files.”

Glip is an excellent alternative to email. Rather than letting important work messages get lost in a sea of spam, you can send them through dedicated channels to get work done in the context of specific projects and business processes. This is similar to how the personal messages we pay the most attention to now tend to arrive via text message or a social app, rather than our overstuffed email inboxes. Glip teams excel at rapid-paced communication with coworkers and can also include invited guests, such as customers, prospects, and business partners.

Glip guest user accounts are free, so you can demonstrate to a prospective customer how easy it is to switch between typing messages, sharing files, and launching an HD video online meeting with screen sharing powered by RingCentral Meetings. You then simply explain how they can upgrade for more video meeting minutes or, better yet, sign up for a RingCentral Office subscription to add click-to-call dialing.

In addition, Glip offers file sharing and task management. Some customers may prefer to integrate a cloud file-sharing tool, like [Microsoft OneDrive](https://www.ringcentral.com/office/features/microsoft-pbx-integration/overview.html?BMID=BLOGNEW) (<https://www.ringcentral.com/office/features/microsoft-pbx-integration/overview.html?BMID=BLOGNEW>), [Google Drive](https://www.ringcentral.com/office/features/ringcentral-for-google/overview.html?BMID=BLOGNEW) (<https://www.ringcentral.com/office/features/ringcentral-for-google/overview.html?BMID=BLOGNEW>),

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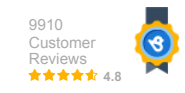


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<https://www.ringcentral.com/office/features/dropbox-integration/overview.html?BMID=BLOGNEW>, or [Dropbox](https://www.ringcentral.com/office/features/dropbox-integration/overview.html?BMID=BLOGNEW) (<https://www.ringcentral.com/office/features/dropbox-integration/overview.html?BMID=BLOGNEW>) which Glip also supports. Ditto for task management platforms like Asana and Trello.

Many customers will also thank you for showing them a way to simplify their digital workplace. Offering multiple communications and collaboration tools in one integrated solution, Glip is also ideal for training or allowing employees to concentrate on getting work done while still staying connected.

“Glip is a great tool for a salesperson and a great tool to us today as the soft close,” Molloy says. For anyone unfamiliar with the term “soft close” is when you persuade a prospect to agree how wonderful a product or service is before talking price or pushing to close the deal. “Isn’t it amazing how well Glip works?” she asks, knowing that most will enthusiastically agree.

But the best way to understand and communicate the value of Glip to your customers is to use it yourself. Glip pricing starts at free—making it easy to offer an impressive introduction to the power of team collaboration.

I hope you will join me for the upcoming Glip webinar to learn more. Register now via your channel manager or the [partner portal](https://partners.ringcentral.com/?BMID=BLOGNEW) (<https://partners.ringcentral.com/?BMID=BLOGNEW>).


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